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MARINA BAY GLOWS WITH CHARITREES IN CELEBRATION OF COMMUNITY HEROES

SINGAPORE, 15 November 2019 – The President of the Republic of Singapore, Madam Halimah Yacob officiated the opening ceremony of ChariTrees 2019 alongside the presenter, Marina Bay Alliance on Friday, 15 November. Witnessing the light-up of Christmas trees at the Marina Bay waterfront promenade were community heroes, corporate donors and beneficiaries of several charitable organisations, including The Business Times Budding Artists Fund (BT BAF), the main beneficiary of ChariTrees. A total of S\$306,000 has been raised to date for ChariTrees 2019.

Through the partnership with the Marina Bay Alliance, represented by the stakeholders of the Marina Bay pilot Business Improvement District (BID) and the Marina Bay pilot BID Manager, Keppel Land, ChariTrees gains greater visibility this year with extended displays to celebrate the nation's Bicentennial. The Marina Bay precinct comes aglow with 200 specially-designed physical and digital Christmas trees from now till 26 Dec along the entire Marina Bay waterfront promenade as well as four locations within the precinct owned by stakeholders of the Marina Bay Alliance, namely, Marina Bay Financial Centre, Marina One, OUE Bayfront and The Fullerton Heritage.

Held for the ninth year, ChariTrees is a fundraising movement launched by the Community Chest since 2011. Since 2018, ChariTrees has been organized by not-for-profit arts organization and charity with IPC status, The RICE Company Ltd, to honour Singapore's community heroes and raise funds for BT BAF.

Mr Tan Puay Kern, Chairman of the ChariTrees 2019 Organising Committee, said, "The partnership between The RICE Company and the Marina Bay Alliance is a major leap for ChariTrees to further spur the giving spirit among our community and to honour the exemplary actions of our community heroes. We welcome everyone to ChariTrees to experience these exquisite Christmas trees and at the same time, reflect on how we may make a difference to the lives of others in our community."

Highlights of ChariTrees 2019:

1. A “Grant-A-Wish” programme in partnership with the Marina Bay pilot BID stakeholders to fulfil the wishes of 500 beneficiaries from six charities. With the aim of increasing engagement with a wider community, Wishing Trees at their properties located within Marina Bay will invite tenants, residents and the public to grant those wishes. The participating charities are Association for Persons with Special Needs (APSN), Muscular Dystrophy Association of Singapore (MDAS), Society for the Physically Disabled (SPD), REACH Community Services Society, Cycling Without Age, and Bakery Hearts.
2. Infusing digital lifestyle, Augmented Reality (AR) Trees are introduced to bring an added dimension of immersive visual experience for visitors at all ChariTrees locations. Each location features AR Trees of different themes associated with Christmas such as stars, doves and angels.
3. New Luminous Trees, symbolising shining beacons of love, kindness and generosity, are featured alongside last year’s installation of Art and Traditional Trees at the Marina Bay waterfront promenade.

Mr Sim Puay Kiak, Chairman-Designate of the Marina Bay Alliance, said, “ChariTrees provide a meaningful platform to strengthen the community spirit among the communities of Marina Bay while enlivening the precinct. We are delighted to be a part of ChariTrees that marks the commencement of a series of precinct-level events and regular activities under the Marina Bay pilot Business Improvement District programme to engage communities.”

He added, “Working closely with the government agencies, our stakeholders and Keppel Land, the Marina Bay pilot BID Manager, we aim to enhance the Marina Bay precinct as a vibrant and exciting work-live-play destination, as well as raise the value and profile of Marina Bay as a business and lifestyle hub. ChariTrees is the Alliance’s first collective effort to give back to the community. By bringing the Wishing Trees to our properties’ doorstep, we make it more accessible and convenient for our tenants and the public to get involved in charitable causes. We encourage everyone to do good and support this initiative.”

In celebrating our community heroes, the ChariTrees along the Marina Bay waterfront promenade presents the stories of ten individuals and groups whose contributions have improved various segments of Singapore’s society. Their extraordinary humanity and compassion towards the community are acknowledged by President Halimah and serve as inspiration to all of us to do something good for our community. The community heroes are Back2Basics, Daughters Of Tomorrow, Free Food for All, Happy People Helping People, HealthServe, Kenneth and Adeline Thong, Mamre Oaks, Project Dignity Singapore, Tan Yong

Soon and Lee Cher Ling, and The Art Faculty. (More information of the 10 community heroes is in Annex A)

Mr Mohammad Nafiz Kamarudin, founder of Happy People Helping People said, "We hope everyone is aware about the problem of impoverished elderly in our society. We cannot deny that with our high cost of living, the ones that will be most affected will be our seniors especially those who can no longer get hired due to their age."

Mr Nafiz further elaborates, "Without sufficient family and government support, these elderly have no choice but to survive on dumpster-diving to find things to sell to make ends meet. This is something we should not see in a rich nation like ours. And as Singaporeans, it is our individual responsibility to reach out to these senior citizens and offer help where help is needed. No one can do everything but everyone can do something"

The light-up of ChariTrees at the opening ceremony featured performances by Singapore Police Force (SPF) band and beneficiaries of BT BAF. BT BAF reaches out to financially disadvantaged children and youths to nurture their talents in the arts and, at the same time, helped them develop confidence and life skills. Since 2005, more than 18,000 children and youths have benefited from a variety of arts programmes supported by BT BAF such as workshops and structured training in music, dance, theatre, visual arts, and tech+art .

The Marina Bay Alliance is the Presenter of ChariTrees 2019. Diamond donors include Raffles Quay Asset Management Pte Ltd, M+S Pte Ltd, OUE Commercial REIT Management Pte. Ltd and Sino Land Company Pte. Ltd. The other donors are Keppel Care Foundation, BNP Paribas, Certis, Prudential, Sheraton Towers Singapore, Noel Gifts International Ltd, Century Evergreen Pte Ltd and Pavilion Capital. The Urban Redevelopment Authority is the official venue partner. Other partners include Rich-Art Enterprises Pte Ltd (production partner) and The Doodle People (AR partner).

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About ChariTrees

ChariTrees 2019 is organised by not-for-profit arts organisation and charity, The RICE Company Limited. ChariTrees celebrates Singapore's community heroes and is also a fundraiser for The Business Times Budding Artists Fund and several-other charities. From 2011 to 2017, ChariTrees was a fundraising initiative by the Community Chest.

About The RICE Company Limited

The RICE Company Limited (TRCL) is a not-for-profit organisation and registered charity with IPC (Institutions of Public Character) status. TRCL seeks to harness the potential of the arts to benefit under-served children and youths in the community. TRCL manages a social fund (The Business Times Budding Artists Fund), arts centres (The Little Academy and 10 Square Youth) in Northpoint city and Orchard Central, creative spaces (The Pavilion at Far East Square and Temenggong 18/20) and two subsidiaries (Global Cultural Alliance and Millet Holdings). For more information, visit www.therice.sg

About The Business Times Budding Artists Fund

Initiated in 2004 and adopted by The Business Times in 2005, The Business Times Budding Artists Fund (BT BAF) originated from a conviction that no child with the strong interest and potential in the arts should be denied the opportunity to develop his or her talents due to a lack of financial resources. Since 2005, BT BAF has reached out to more than 18,000 financially-disadvantaged children and youth, between the ages of six and 19 years old, through a variety of programmes including a structured arts training programme, arts camps, workshops and signature events. BT BAF supports arts training centres, The Little Arts Academy and 10 Square @ Orchard Central, and is managed by The RICE Company Limited. For more information, visit www.baf.sg.

About Marina Bay pilot Business Improvement District

Introduced by the Urban Redevelopment Authority, the pilot Business Improvement District (BID) programme aims for stakeholders to take on a more active role in transforming their precincts and activating the surrounding public spaces. Marina Bay is one of the nine participating precincts announced in 2018. Through the pilot BID programme, the Marina Bay stakeholders intend to activate public spaces and collectively organise unique events to inject more vibrancy into the precinct to cater for social and recreational needs of the communities, fulfilling their vision to emerge as the best integrated business, employment, lifestyle and recreational destination of choice.

The Marina Bay pilot Business Improvement District is participated by the following precinct stakeholders :

- One Raffles Quay : Hongkong Land, Keppel REIT and Suntec REIT
- Marina Bay Financial Centre :

- Towers 1 and 2 : Hongkong Land, Keppel REIT and Suntec REIT
- Tower 3 : Hongkong Land, Keppel REIT and DBS
- Marina One : M+S Pte. Ltd.
- OUE Bayfront : OUE Commercial REIT Management Pte. Ltd.
- The Fullerton Heritage : Sino Land Company Ltd.

The incorporation of the Marina Bay Alliance is currently in progress.

The Marina Bay pilot BID has engaged the property arm of Keppel Corporation, Keppel Land, to work collectively with the various stakeholders to drive the precinct's overall objectives and to enhance the vibrancy and attractiveness of Marina Bay into an exciting district for its local precinct community, across Singapore and overseas visitors.

Annex A - About the ChariTrees 2019 Community Heroes

Back2Basics

Back2Basics is a non-profit organization that aims to improve the lives of the underprivileged by providing halal groceries to families in need, regardless of race or religion.

We are a team of socially aware individuals from all backgrounds who aim to eradicate poverty and hunger within Singapore by helping the less fortunate with their basic needs so as to allow them to focus on coming out of their poverty cycle and lead a better future.

In our 6 years, we have helped hundreds of beneficiaries overcome their struggles with poverty. Along this journey, we have built a community of trusted volunteers and generous donors. Together, we aim to grow and touch more lives and make a difference to more families. We are made up of students, professionals and families from all walks of life and backgrounds, and we want to build a Singapore where everyone is kind, caring and prosperous.

Website: back2basics.sg

Daughters Of Tomorrow (DOT)

DOT is a charity (IPC status) that focuses on facilitating livelihood opportunities for underprivileged women and supports them in building & sustaining financially independent and resilient families.

Our beneficiaries are from the bottom 10% of the socio-economic group in Singapore and have been referred to us by social workers and social service officers. The services that DOT provides for the women in their back-to-work journey include:

Confidence curriculum comprising building self-esteem, setting goals and resume & interview skills

Befriending services and other support including phone & transport cards and childcare subsidy

Industry induction, training sponsorship and employment bridging services

Since 2014, DOT has empowered more than 800 women from low-income communities and placed close to 280 women into employment.

Website: daughtersoftomorrow.org

Free Food for All

Free Food for All is a charity that primarily addresses Food Insecurity as well as Food Waste. Through our various campaigns, we actively promote empowerment of our recipients through skills upgrading and job placement. We also use Food to Strengthen Communities by having regular food distribution at various rental flats for low-income families.

The Kampung Spirit of yesteryear is revived as volunteers from the residents come together to share their food and get to know each other. We are constantly working towards making our meals healthier and also studying new technologies to make them last longer and easier to distribute so as to reduce wastage. Together, we strive to ensure no Singaporean has to go hungry.

Website: freefood.org.sg

Happy People Helping People (HPPH)

HPPH is a community-backed movement dedicated to improving the livelihood of the destitute elderly in Singapore. Completely funded and driven by volunteers, HPPH reaches out to this often neglected group to provide the financial and social support they otherwise lack.

Comprising mostly of tissue sellers, cardboard and can collectors, these elderly face a daily struggle to feed themselves – making as little as 10 cents per kilogram of cardboard collected. To support them, HPPH regularly connects these elderly with volunteers who befriend them and provide assistance wherever possible.

With the support of sponsors, HPPH has been able to provide over 200 of our beneficiaries with daily meals and organize monthly activities for them. Currently based in 6 neighbourhoods (Little India, Toa Payoh, Chinatown, Geylang, Bedok and Ang Mo Kio), HPPH hopes to raise public awareness of this community and eventually, expand our reach to those residing in other districts.

Facebook: [@HappyPeopleHelpingPeople](https://www.facebook.com/HappyPeopleHelpingPeople)

HealthServe

HealthServe is a charity (IPC status) that seeks to bring healing and hope to disadvantaged migrant workers through the provision of medical and dental care, injury and salary-related casework support, social services, counselling and mental health programmes.

Our four centres across Singapore (Geylang, Jalan Besar, Mandai and Jurong) are managed and operated by a lean team of 17 staff, as well as hundreds of medical and non-medical volunteers and interns every month. In 2019, we hope to grow our rehabilitation clinics (Occupational/Physical Therapy and Traditional Chinese Medicine) and dental services as well as expand into pioneering Singapore's first mental health programme aimed at meeting the needs of vulnerable migrant workers.

Website: healthserve.org.sg

Kenneth and Adeline Thong

The Last Resort is a community of families sharing our homes and personal space to care for those amongst us, especially the young, who are stranded and isolated due to sudden crisis or breakdown of family support.

Since 2007, Ken and Adeline have opened their own home to youths and young single parents offering a normal stable home environment for them to continue their education and mature into responsible adulthood. Looking for more families to join their vision, they hope to see their organic non-institutional community continue to grow towards having nurturing families scattered all over the island to care for those in our midst without a family.

If Charity truly begins at home, then our homes can and must play its part in nurturing a loving and caring society.

Mamre Oaks

Mamre Oaks is a charity (IPC status) that serves the community of adults with intellectual and developmental disabilities (IDDs). We operate a day activity centre with a capacity for 30 adults with IDD.

Since its establishment in 2015, we have served 25 adults with IDD who are not engaged in any services by social services agencies. Our members are aged between 19 and 55 years

old who are no longer in special needs schools and unable to seek employment due to social, behavioral and psychological reasons.

Our mission is to build an authentic and inclusive community for adults with IDD where they can be accepted and loved as they are. Through meaningful and engaging activities, our team of dedicated staff and volunteers has witnessed some amazing stories of change in our members.

Website: mamreoaks.sg

Project Dignity Singapore

Established in 2010, Project Dignity is an all-in-one platform to engage in positive impact through local cuisine. Our mission to restore dignity to the disabled touches every aspect of what we do, from culinary courses and team building to food delivery and retail.

We offer a range of unique experiences to do good through food from culinary courses and cooking team bonding to food delivery and retail. At the heart of the company's mission is its approach to restoring dignity to the differently abled through skills training and placement (Dignity Learn), employment (Dignity Kitchen & Dignity Mama) and integration (Dignity Outreach).

Website: projectdignity.sg

Tan Yong Soon and Lee Cher Ling

Tan Yong Soon and Lee Cher Ling, together with friends Koh Puey Cher, Lee Yuh Mei, Lim Yue-Li and Low Whee Hoon, started The Young Student (TYS) Programme at Westwood Primary School in 2013 to help pupils from lower income households to read better and level up in life. They partnered Hwa Chong Institution to send Secondary Two boys to work with the pupils every week. In the process, student volunteers also gained an understanding of the needs of society and developed empathy, respect and leadership.

TYS Programme is now in its seventh year in Westwood Primary School and has extended to another two schools in 2018, which are run by adult volunteers from the Society for WINGS. To date, more than 200 pupils have benefitted from TYS Programme. This is an example of a ground-up effort by schools and the community to uplift disadvantaged children.

The Art Faculty (TAF)

TAF is a social enterprise by Autism Resource Centre [Singapore] (ARC), a non-profit organisation based in Singapore. ARC was started in 2000 and is dedicated to serve people with Autism Disorder Spectrum (ASD).

TAF retails art and merchandise by talented artists with autism and related challenges. We curate these artworks on quality and functional gifts, and showcase the unique perspectives and abilities of our special talents. Every artwork and product you buy provides income for our differently abled artists. This way, they learn the value of work and financial independence.

Support Inclusion. Celebrate Abilities with The Art Faculty. Consider these 3 simple actions:

Shop @ www.theartfaculty.sg or visit our outlets and concessions
Follow us on social media – /TheArtFaculty @TheArtFacultySg
Spread the word!